



The Power of ADVAL on show

For immediate release
Friday, October 16, 2009

MELBOURNE – Leading Point-of-Purchase (POP) supplier, ADVAL is proud to announce that it will be exhibiting at the 2009 POPAI Marketing at Retail Expo which will be held at the Sydney Convention and Exhibition Centre from Thursday, October 22 to Saturday, October 24.

Located at stand P36 ADVAL's exhibition will feature their full service capabilities including design, production and back-end logistics.

Widely regarded as the industry's premier trade show, the event is expected to attract senior marketing and trade marketing personnel, senior retail executives and shopping centre/retail store management.

Along with industry exhibitions, the expo will also include the 2008-2009 Marketing at Retail Awards contest, 2009 Future's So Bright Green Sustainability Conference and the 2009 Marketing at Retail Awards gala dinner.

Phil Smith, CEO, ADVAL commented, "Over the past 12 months ADVAL has invested in new technologies such as the Luscher DTS (Direct to Screen) system which greatly enhances image clarity and quality, visual appeal and effectiveness for clients. Furthermore ADVAL has also installed new UV drying hoods to improve registration and reduce waste.

"ADVAL has the power to enable retailers to stand out in store and look forward to sharing our cutting-edge capabilities at this year's POPAI Marketing at Retail Expo."

ADVAL has been offering innovative, quality print and digital solutions for in-store and visual merchandising since 1973.

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